

Rochelle Tri

Aspiring User Experience Designer

An Interactive Arts and Technology major concentrating on UX/UI design with an interest in front-end development.

Skills

Wireframing	Art Direction	Figma	Photoshop
Prototyping	User Experience	Sketch	InDesign
Content Strategy	HTML / CSS	Marvel	Github

Design Experience

Fluffy Cà Phê (Academic / group) June 2022 - July 2022

UI/UX Designer + Developer

Built an interactive and responsive website for a made up brand using HTML, CSS, and JS while collaborating with my partner through Github.

Sketched and wireframed mobile and desktop pages for the website using Figma. Led most decisions on creating the styleguide.

Led the art direction and improved the quality of the UX design for the site throughout the process.

Nokia Canada Inc. (Co-op / independent) Sept 2021 - Dec 2021

UX Designer

Researched, wrote content, and designed high-fidelity mockups for the Guidelines and Patterns pages of Nokia's component design system.

Updated existing Guideline pages by adding new relevant content and applications that reflected Nokia's branding.

Envisioned and prototyped a dialog modal that would catch and alert potential issues on the component design system.

Science World Mobile App (Academic / group) Feb 2021 - March 2021

UX Designer + User Researcher

Ideated the mockups for an app that gives access to more optimal learning for families to explore the Science World museum together.

Conducted field research on the museum and their target audience, as well as identified their pain points. Created the user personas and was in charge of copywriting for weekly pitch decks.

Applied ideation techniques while designing the app such as journey mapping. Improved on communication and leadership skills through group settings.

rochelle-tri.github.io/Portfolio.github.io/

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Education

Simon Fraser University

Interactive Arts & Technology, BSc.

June 2020 - Present

Expected Grad: Sept 2024

Simon Fraser University

Sustainable Energy Engineering, BSc.

Sept 2019 - June 2020

Recognitions

Simon Fraser University

Undergraduate Scholars Entrance Scholarship with Distinction

Sept 2019 - Present